



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Applicants: **Paul BUCHHEIT, et. al.**

Serial No.: **10/814,104**

Filing Date: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

Examiner: **Not yet assigned**

Group Art Unit: **3622**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since the reference is a U.S. patent application publication, no copy is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)


The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

Accordingly, it is believed that no fee is due. If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: March 2, 2006

  
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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **March 2, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
\_\_\_\_\_  
John C. Pokotylo

36,242  
Reg. No.



*Complete if Known*

Application Number: **10/814,104**  
Filing Date: **March 31, 2004**  
First Named Inventor: **Paul BUCHHEIT**  
Group Art Unit: **3622**  
Examiner Name: **Not yet assigned**

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Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.